

**UNIVERSITY ADVANCEMENT AND EXTERNAL AFFAIRS COMMITTEE  
BOARD OF TRUSTEES**

North Carolina Agricultural & Technical State University  
Alumni Foundation Event Center, Executive Boardroom  
Greensboro, NC

Friday, February 28, 2020

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**I. Call to Order**

The meeting was presided by Chairman Mr. Joe Parker and called to order at 9:01 a.m.

**II. Roll Call**

The roll was called by Stephanie Crisp and confirmed the following:

**Committee Members Present:** Joe Parker, Calvin Brodie, Venessa Harrison, Chancellor Harold Martin, and Ken Sigmon

**Committee Members Absent:** Kim Gatling

**Committee Guests Present:** Wayne Kimball, Hope Rush, Tim King

**Committee Guests Absent:** Haven Cockerham, Karen Collins, Dan Ford

**III. Approval of Prior Meeting Minutes**

A motion to approve the minutes from November 22, 2019 was made by Venessa Harrison; seconded by Hope Rush and were unanimously approved.

**IV. University Advancement Report – Ralisha Mercer, AVC for Development and Ken Sigmon, Vice Chancellor for Advancement**

*A. Fundraising Report: [Presented by Ralisha Mercer]*

1. Gifts are up 71% from last year's numbers
2. Corporate and Foundation giving has increased as well as Non-Alumni giving
3. Exceeded goal of the Faculty & Staff Combined Campaign of 405K by 113%
4. Fundraising Engagement: Week of Aggie Love – February 3-8, 2020
  - Engaging and connecting with alumni who have graduated within the last 15 years; continuing to cultivate, building loyalty and support for the university
  - Over the last three years this event has more than doubled the amount of giving
5. Celebrity Calling Night Proposal – A fun few hours where campus leadership challenge the Aggie Call Center students to see who would acquire the most donors in one given period of calling. A list of donors are provided, but, participants are also encouraged to bring their own.
  - The purpose of the event is to connect the University's leadership with their peers to encourage and promote giving at all levels.
  - April 28, 2020, 6 pm; Dowdy Administration Building, Suite 400; time TBD.

*B. Campaign Update/Advancement Metrics: [Presented by Ken Sigmon]*

- The goal of 85MM met!!! Since the decision to press towards 100MM, as of January 2020, at 89% of the goal. [104% of the initial goal!]
- Over 19K alumni donors; 32% participation
- Remaining months of the campaign will focus on the mid to upper level major and planned gifts thru a series of hosted events and 1:1 contact, visiting alumni chapters and ramping up mass appeals thru Annual Campaign.
- Greensboro Rotary Carousel Project Update:
  - Complete. Donor celebration and first ride scheduled for Monday, March 30; Joseph M. Bryan Carousel House at the Greensboro Science Center; this will be an invitation only event.

**V. State Budget Update – Ray Trapp, Director, External Affairs**

A. Overview

Ray provided brief updates on the following:

- Governor’s Veto of HB 966 (State of North Carolina Budget)
- NC House Votes to Override Governor’s Veto
- House and Senate sessions on 1/14/2020

B. Next Steps:

- Start advocacy for 2020 priorities
- Stress the negative impacts of non-passage of HB 966
- Message to Interim President Roper
- Board of Trustees Resolution – On February 7, 2020 the N.C. A&T Board of Trustees approved a resolution calling on all elected leaders who support and value the world class higher educational systems in North Carolina to move swiftly to enact a robust state budget that includes significant and meaningful support to the constituent institutions of the UNC System and compensation measures commensurable to the excellence of its faculty and staff.

**VI. NC A&T Alumni Association Update – Wayne Kimball ‘11, Vice Chair, NC A&T Alumni Association**

**A. Overview and Introduction**

Mr. Kimball provided a brief introduction and overview of the association. Operating under an integrated model for the past six years, the association is undergoing an assessment and planning to make necessary adjustments for the future of the association. Adjustments include, staffing and structure, resources, and new and revised programming.

**B. Alumni Association Goals Update [Completion Date: March 31, 2020]**

1. Implement a plan to satisfy the convention debt to the University in no less than four years.
  - **Action:** 10K from the annual Homecoming Hotel Rebate will be paid back to the university over the next 4 years. A promissory note signed by the Association with University Advancement will be formalized.
2. Implement a financial model for sustainability of the National Alumni Scholars (NAS) or revise the purpose of the program in light of the needs for student success.
  - **Action:** The Association will adopt a funding model using a hierarchy of funding between quasi-endowment funds and current use dollars to return to a full cohort of Scholars. In addition, alumni chapters will be asked to consider endowing the NAS program.
3. Identify and implement the role of the board, the structure of committees, and the conduct of meetings for efficiency and effectiveness.
4. Finalize a refreshed strategic plan for the Association.
5. Identify at least two new programs for alumni engagement with a timeline for implementation.
  - *An external consultant, Alexander Haas Martin, was brought in to work with the Association to implement a strategic review of the Association and its' remaining three goals.*

\*Ken Sigmon affirmed that the consultant has requested adjusting the scope of the engagement, which will affect the timeline. Phase I is underway with additional interviews and evaluations of board members and past chairs; Phase II will be the consultant making a recommendation of a strategic plan and model to move forward by the end of March 31, 2020. This decision was influenced by earlier conversations with Chancellor Martin, the Advancement team and leadership of the Association.

\*Chancellor Martin requested to have the assessment completed and ready for discussion with the board at the Board of Trustees' Retreat this summer 2020.

### **C. Sustainability Model for National Alumni Scholars**

Mr. Kimball presented scholarship costs. Currently at 10 scholars per year, with the help of new programs, Alumni Chapters and current investments which continue to grow, the goal is to increase and maintain 16 scholars per year.

The Association's budget with the top five sources and uses were also shared, with a surplus in excess of \$200K.

## **VII. New Business**

**Changes to Endowments for final approval:**

- A. College of Health and Human Sciences (CHHS) alumni group has three funds that were working in concert towards the same goal in support of the CHHS.
  - The request is to combine them into one fund.
  
- B. Samuel C. and Angeline D. Smith Endowment Scholarship Amendment [no donor in place to amend this agreement, executed years ago] – Section 8 of the agreement gave award authority to one, specified by a named individual, which is not a practice of the university, in the event, the individual named, is not available.
  - The request is to create an addendum to remove the award authority of a specified named individual from this fund and any other fund going forward.

Chairman Parker asked if there were any questions regarding the two amendments submitted. Hearing none, he requested a motion to approve both amendments; the motion was moved by Vanessa Harrison and seconded by Hope Rush; all were in favor, none opposed and motion carried.

\*Ken Sigmon read the motion to go into closed session pursuant to N.C. General Statute section 143-318.11(a)(2), to prevent the premature disclosure of an honorary degree, scholarship, prize, or similar award.

Motion to move into closed session made by Venessa Harrison and seconded by Tim King.

**VIII. Closed Session**

Chairman Parker asked for a motion to go back into open session; motion moved by Venessa Harrison; seconded by Tim king; all were in favor, motion carried.

**IX. Open Session/Adjournment**

Chairman Parker asked for any comments or questions from the board members regarding any of today's matters; hearing none, he asked for a motion to adjourn; moved by Venessa Harrison, seconded by Rush Hope; all were in favor, meeting adjourned at 10:08 a.m.

Recorded by:  
Stephanie Crisp, Executive Assistant  
University Advancement